

EXP

DIGEST  
R I

... ENHANCING EXPORT TRADE EDUCATION

VOLUME 1 ISSUE 3

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EXPORT  
NEWSNIGERIA TO  
EXPORT RICE IN  
2017, SAYS CBN

The Central Bank of Nigeria (CBN) has predicted that based on the success of its agricultural financing, the country would begin the exportation of rice in 2017.

The apex bank's Acting Director, Corporate Communication, Mr. Isaac Okoroafor, disclosed this in Yenagoa, Bayelsa State, when he sensitised farmers to how to adopt the Anchor Borrowers Programme (ABP).

According to him, the price of rice has started to fall in Ebonyi and other states to N8, 000.

(Excerpt from [www.guardian.ng](http://www.guardian.ng))

NIGERIA REALISES N56.7B FROM AGRIC  
PRODUCE EXPORT

The Federal Ministry of Commerce and Industry has said that Nigeria realized about \$378 million (about N56.7 billion) from export of agricultural produce in 2009.

The report was contained in the ministry's export statistics made available to the News Agency of Nigeria (NAN) in Lagos.

The statistics showed that the export was 15 per cent higher than \$341.8 million (about N51.2 billion) recorded in 2008.

More so, the nation's total exported commodities increased from 271 million tonnes recorded in 2008 to 282.4 million tonnes in 2009. The report listed some of the

produce exported during the period under review to include cocoa beans, cocoa butter, cocoa cake, ginger, sesame seeds and cashew nuts. Others were Shea nuts, cotton lint, palm kernel cake, Shea butter, cashew kernel, rubber, chillies, and hibiscus flower, among others.

(Excerpt from [www.guardianng.com](http://www.guardianng.com))

CBN: NO MAGIC WAND TO FIX FX  
VOLATILITY EXCEPT EXPORTS

The Director, Monetary Policy Department, Central Bank of Nigeria (CBN), Mr. Moses Tule, yesterday said it would be wrong to expect the apex bank to singlehandedly address the depreciating naira without complementary efforts by the fiscal authorities and Nigerians in general.

He said the value of the local currency will probably continue to fall in the short term until there are significant efforts to produce and export in order to earn foreign exchange as well as reduce undue pressure on the naira.

"When you don't export, then expect a fall in the value of the naira," adding that there's nothing the CBN can do about it, he added.

(Excerpts from [www.ThisDayLive.com](http://www.ThisDayLive.com))

LARGEST SINGLE EXPORT OF BRITISH  
TEXELS HEADS TO SWITZERLAND

A consignment of 103 Texels, sourced from seven Scottish flocks has been exported from the UK to Switzerland.

A selection of rams and ewes made the journey, with ram lambs and shearing rams among the choice stock. Gimmers made up the bulk of the females sent, alongside several ewe lambs.

According to the export coordinator, Robert Laird, the demand for flocks are high thus, the Swedish buyers were looking for good, functional, commercial sheep with growth and carcass.

## OTHER HEADLINES

Agriculture powers United States West Coast export recover

[www.joc.com](http://www.joc.com)

Agricultural financing policies ripe for Nigeria to export rice by 2017 - CBN

[www.worldstagegroup.com](http://www.worldstagegroup.com)

Federal Government sets up 'Zero reject' for export products

[www.Dailytrust.com](http://www.Dailytrust.com)

Federal Government goes for Cashewnut option in search of more revenue

[www.AmalaOnline.com](http://www.AmalaOnline.com)

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# EXPORT BUSINESS

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BY: SAMIDELE ADEMISO CDCS, ITS, AGIT

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... Promoting Export, Creating Exporters And Growing Exporters

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# EXPORT PROGRAMMES

# EXPORT EDUCATION

## CERTIFIED DOCUMENTARY CREDIT SPECIALIST TUTORIAL

### CDCS TUTORIAL

COMMENCEMENT DATE: November 12, 2016 (On-Going)

TIME: 7am

FEE: N100,000 (Maximum of 4 Instalments allowed)

VENUE: 3T Impex Trade Centre

ADDRESS: No 11D, Bola Shadipe Street,  
Off Adelabu Street, Surulere, Lagos.



## CERTIFIED SPECIALIST IN DEMAND GUARANTEE

### CSDG TUTORIAL

COMMENCEMENT DATE: January 7, 2016.

Time: 10 am every Saturdays

Fee: N100,000 (Maximum of 4 instalments allowed)

Venue: 3T Impex Trade Centre

Address: No 11D, Bola Shadipe Street, Off Adelabu Street,  
Surulere, Lagos.

## HANDLING THE CRITICAL 5PS OF EXPORT BUSINESS SUCCESS-PART-1 (THE PRODUCTS)

By Bamidele Ayemibo

Anyone starting a new business venture will obviously desire success in the new endeavor. However there are peculiar factors that contribute to success of any business in any area of human endeavor. For the non-oil export business, these factors will be described as the 5Ps that are critical to non-oil export business. These factors include Products, Pricing, Purchasers Paperwork and Payment. An export business plan that does not answer the questions around these factors is dead on arrival. So the aim of any export business plan should be to answer the questions the surround these 5 factors as described in this article. This edition of export matters will focus on product while the subsequent edition will address the other factors.

## EXECUTIVE DIPLOMA IN EXPORT BUSINESS MANAGEMENT

IN CONJUNCTION WITH THE UNIVERSITY OF LAGOS

COMMENCEMENT DATE: January 2017.

DAYS: Wednesdays and Fridays

TIME: 4:00pm

FEE: N150, 000

VENUE: Unilag Consult, University of Lagos.

Duration: 3 Months

One of the very important factors to be considered as you go into export business is the product. An exporter needs to understand the what, which, where, when, who, why and how of the items being exported. The first question that the exporter needs to answer is what are the exportable products from Nigeria? This is then followed by the second question, which of these products would I like to export? Then the he needs to now answer the question, where do I source for the product in the country? Another very important question is when is the best time to source and export the item in the year? Then comes another vital question which is, who are the major buying countries abroad? The exporter also needs to understand this question, why do we have either more or fewer exporter trading in this item in the country? Finally, the last and very vital question is, how can the items be exported without quality issues?

## EXECUTIVE DIPLOMA IN EXPORT TRADE FINANCE

IN CONJUNCTION WITH UNIVERSITY OF LAGOS

COMMENCEMENT DATE: January, 2016

TIME: 9:00 am

DAYS: Saturdays

FEE: N175, 000

VENUE: UNILAG Consult, University of Lagos.

DURATION: 6Months

In addressing the first question, what are the exportable products from Nigeria, I will like to divide this into 3 broad groups which include: Agricultural commodities, Solid minerals and Semi-Processed or finished goods. The agricultural commodities include Cocoa beans, raw cashew nuts, sesame seeds, ginger, fruits & vegetables etc. The solid minerals include ores of lead, zinc, copper, manganese, mica etc. The semi processed or finished goods include rubber products like slippers, beverages, soft and alcoholic drinks, processed foods, building materials, ingots of zinc, lead, aluminum etc. For more on these, you can visit the website of the Nigerian export promotion council (NEPC) [www.nepc.gov.ng](http://www.nepc.gov.ng)

TO BE CONTD IN THE NEXT ISSUE.....

**2<sup>nd</sup> & 3<sup>rd</sup> Saturday of Every Month**

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- \* FREE Book (Export Business Made Easy) for all Participants
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- \* 40% Discount on our Export Mentoring Programme
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- \* Export finance Presentation from a Commercial Bank
- \* Training Manual
- \* Certificate of participation
- \* Tea Break & Lunch



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# EXPORT TRAINING PRODUCTS

... Promoting Export, Creating Exporters And Growing Exporters

**Title:** Marketing& Pricing of Non-Oil Export (Vol.I)  
Fundamental of Export Business Practice (Vol. I)

**Author:** Bamidele Ayemibo

**Duration:** 1hrs: 8mins

**Price:** N5,000:00

... Promoting Export, Creating Exporters And Growing Exporters

**Title:** Viable Export Contracts (Vol. II)  
A – Z of Solid Minerals Commodity Export in Nigeria (Vol. II)

**Author:** Bamidele Ayemibo

**Duration:** 1hrs: 31mins

**Price:** N5,000:00

... Promoting Export, Creating Exporters And Growing Exporters

**Title:** Export Finance: Options, Checklists, Risks & Mitigants (Vol. III)  
A – Z of Agric Commodity Export in Nigeria (Vol. III)

**Author:** Bamidele Ayemibo

**Duration:** 1hrs: 27mins

**Price:** N5,000:00

# EXPORT MISCELLANEOUS

| TRADE LEADS EXPORT ORDERS SPECIFICATIONS |                                   |  |                  |
|--|-----------------------------------|--|------------------|
| S/N                                      | PRODUCT                           | SPECIFICATIONS                         | MINIMUM SHIPMENT |
| 1  | Lead Ore                          | Purity-50%                             | 60 MT Per Month  |
| 2  | Zinc Ore                          | Purity-35%                             | 60 MT Per Month  |
| 3  | Coconut Charcoal from Philippines | Send pictures and sample to the buyer  | 100 MT Per Month |
| 4  | Raw Peanut Kernel from Vietnam    | Packed in 50kg PP bag, Moisture-10-20% | 500 MT Per Month |
| 7  | Matured Coconut from India        | Send pictures and sample to the buyer  | 100 MT Per Month |

| LOCAL ORDERS |            |                             |                  |
|--------------|------------|-----------------------------|------------------|
| S/N          | PRODUCT    | SPECIFICATIONS / PAYMENT    | MONTHLY VOLUME   |
| 1            | Lead Ore   | Purity-50% Guarantee   Bank | 120 MT Per Month |
|              | Zinc Ore   | Purity-35% Guarantee   Bank | 120 MT Per Month |
| 3            | Lead Oxide | Purity-30% Guarantee   Bank | 120 MT Per Month |

| COMMODITY PRICES (BLOOMBERG) |             |               |                     |
|------------------------------|-------------|---------------|---------------------|
| S/N                          | COMMODITY   | PRICES        | UNIT OF MEASUREMENT |
| 1                            | Cocoa Beans | USD 2,393.00  | Metric Tonnes (MT)  |
| 2                            | Coffee      | USD 155.15    | Pounds (lb)         |
| 3                            | Cotton      | USD 71.16     | Pounds (lb)         |
| 4                            | Aluminium   | USD 1,747.00  | Bushel (Bu)         |
| 5                            | Copper      | USD 5,881.00  | Metric Tonnes (MT)  |
| 6                            | Zinc        | USD 2,900.00  | Metric Tonnes (MT)  |
| 7                            | Tin         | USD 21,050.00 | Metric Tonnes (MT)  |

## EXPORT FINANCE TIT BITS

**10 BANKS' EXPORT FINANCE CHECKLIST EVERY EXPORTER SHOULD KNOW**

.....CONTD FROM LAST WEEK

### Product Sourcing Strategy and Risk Mitigants

Banks or lending house will like to see and know how commodities offered for sales are acquired and the plan of action intended to accomplish the trading process. Also, have an idea of the possible danger or threat in the business and how to overcome or ease it. Here, a business plan is required to explain it.

### Seasonality of the Products

Seasonality of the products deals with the time in a year when a particular commodity is in hot demand. Most Banks will like to know when to invest and what to expect in terms of income accrued on their investment. Here, information details on the seasonality of the products can be procured from the Exporter.

### Product Destination

Every goods or commodities exported always have a time limit. Most bank's or issuing house would want to know the location or position for a particular commodity and the estimated time it would take to reach its preferred journey. This is usually obtained from the Export Contract.

TO BE CONTD IN NEXT ISSUE....

## EXPORT PRO

**Export Pro** is a well researched self study export training material. This was put together by a seasoned trade professional, trainer and practitioner with about a decade experience in this sector of the economy.

**Export Pro** covers different aspects of Non-oil Export Business in Nigeria and it is designed to equip those that are NEW in this sector to become PROFESSIONALS in export trade.



**Export Pro** training pack contains:

1. Export Digest Series (6 DVDs)
2. Export Business Master Series (5 DVDs)
3. Mastering Letter of Credit (1 DVD)
4. Export Business Made Easy (a practical export book with an audio CD)
5. Career Transition - From Paid Employment To Self Employment (1 DVD)

**N50,000**

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